

DRAFT Public Involvement Plan

CROSS-KIRKLAND CORRIDOR

August 20, 2013



Prepared for:
City of Kirkland



Prepared by:
Stepherson & Associates Communications



Introduction

The Public Involvement Plan (PIP) for the Cross-Kirkland Corridor (CKC) will work hand-in-hand with the development of a Master Plan, providing a framework for how outreach will be conducted. The PIP lays out how the City of Kirkland and the consultant team will communicate project benefits, provide a variety of opportunities for engagement, and receive valuable input from businesses, residents, other stakeholders, and the general public in order to mobilize the citizens' vision for the corridor. It includes a description of what has been done to date with regard to public involvement and outlines what will be done over the remainder of the master planning process.

PROJECT BACKGROUND

Since the 1990s, the City of Kirkland has envisioned a Cross-Kirkland Trail, a facility for bicycle and pedestrian transportation that would be parallel to Eastside Rail Corridor's active rail line. That vision became a possibility through the 2008 sale of the Woodinville subdivision from the Burlington Northern Santa Fe Railroad to the Port of Seattle, placing the Eastside Rail Corridor (between Snohomish and Renton via Kirkland) into public ownership. The Kirkland City Council and Transportation Commission moved quickly to identify and articulate citizens' interests and priorities for the rail corridor, issuing an "Interest Statement" based on an extensive public involvement effort. On April 13, 2012, the City of Kirkland closed a five million dollar purchase from the Port of Seattle for a 5.75 mile portion of the line. Today, the opportunity of a lifetime exists for the City of Kirkland to implement the citizens' vision for a welcoming, transportation-oriented facility for pedestrians and bicyclists, coupled with a high-capacity transit system that connects Kirkland to the region.

PROJECT DESCRIPTION

The Cross-Kirkland Corridor Master Plan process and resulting plan will provide an engaging common vision that builds excitement for the corridor. The master plan document will provide a summary of the planning process, guidelines for future development, and an overall concept plan based on Kirkland's public, private, and civic stakeholders. The master plan process will provide the city with a tool to pursue future funding and development of the corridor from its first phase of implementation to successive phases and many years of evolution.

Public Involvement Approach

The public involvement approach will build on the public outreach conducted in previous project phases and acknowledge the public's contribution to the project to date. In addition we will cast an even wider net to ensure that as many Kirkland residents and businesses as possible have the opportunity to participate in the master planning process. Because this is an exciting once-in-a-lifetime project for the City, we will create fun and interactive avenues for participation, beyond what is considered typical for public meetings.

While input is welcomed at all times, The PIP is designed to facilitate and encourage input at three major milestones:

1. **Aspirational:** Generating excitement and imagining what the corridor could be; all ideas and opportunities welcome (Completed, Summer 2013).
2. **Shaping:** Taking what we've heard and forming alternatives for review and input; what ideas and opportunities resonate (Fall 2013).
3. **Refining:** Bringing together the best ideas and taking advantage of opportunities to create one great plan for the corridor (Winter 2013/2014).

At this point in time we are nearing the end of the *aspirational* phase and will be moving into the *shaping* phase. We have conducted a number of activities (described below) to generate excitement and seek big ideas and

opportunities. As we move forward into the fall, we will focus on further developing ideas into conceptual alternatives and getting feedback on those.

Goals, Objectives, and Key Messages

GOALS

GOAL 1 Identify the needs and concerns of the full cross-section of corridor

interests. (neighborhoods, businesses, adjacent property owners, user groups, advocacy groups, etc.)

Provide the City of Kirkland, the consultant team, and decision makers with a broad and deep understanding of public opinion, so that they are fully aware of the public's values, needs, interests, and perspectives that must be represented throughout the CKC master plan.

GOAL 2 Learn from the community's knowledge of the corridors unique characteristics and the city's unique qualities.

The residents of the many neighborhoods on or near the corridor bring an understating of the landscape and the culture of the city built up over many years that can be an asset to the design team in shaping a Cross Kirkland Corridor unique to the city. Beyond needs, concerns and priorities associated with the corridors development, we look to the public to add to our knowledge of the corridor and the city itself to shape the character of the corridor.

GOAL 3 Create ample opportunities for public engagement through the life of the project.

Involve stakeholders who live or work along the corridor or have interest in the CKC. Stakeholders and the public will have ample opportunities to learn about the project, provide their input at key milestones (visioning, alternative development, and alternative selection), and will have a clear understanding of what they are being asked to weigh in on and how their input is being used.

GOAL 4 Ensure that the City of Kirkland is successful in gaining public trust through early, transparent, timely, and objective communications.

Provide the public with balanced and objective information to assist them in understanding the challenges and opportunities that come with the CKC. Build on the existing contact list, and use it as a vehicle to inform the public.

GOAL 5 Build enthusiasm and excitement for the project.

Conduct the public process in a way that generates enthusiasm for the project by providing fun and engaging opportunities to learn about and provide input to the master planning process.

OBJECTIVES

The following objectives will support the goals described as they are incorporated in all public involvement activities throughout the CKC planning process:

- Provide accurate and timely information to the public and stakeholders.
- Commit to reporting back to the public on what was heard from them and how it was used in the decision-making process.
- Communicate the master plan schedule and next steps at each phase of the project.

- Engage in constructive dialogue on the issues and trade-offs.
- Provide decision makers with a comprehensive understanding of stakeholder and public perspectives and priorities.
- Use the “full toolbox” of public involvement methods to inform and engage stakeholders and the public.
- Conduct events that promote participation that is engaging, interactive, and fun.

KEY MESSAGES

The City of Kirkland and its consultant team will regularly interact with the public and stakeholders. The following key messages will be communicated through these interactions such that the City and its consultant team speak with one clear and consistent voice.

- **It’s more than a trail:** The corridor plan and design will result in more than a trail; it will stitch the community together by making new connections to parks, schools, businesses and downtown, providing new places to enjoy, and integrating art and culture.
- **The corridor will have many benefits:** The corridor will be a local and regional amenity that connects neighborhoods and businesses, promotes economic vitality and provides transportation options.
- **The corridor will be developed over time:** It’s an ambitious and community changing project and it will take time to plan and build. The corridor will “work” without light rail, but we will plan for it in our designs to make sure the trail and light rail fit together in the event that light rail comes to the corridor.
- **We will have an open, interactive and fun process:** The public will be informed and will play an important role throughout the project. We will use outreach methods that engage the entire community and that maximize the creativity and talent within the community and ensure that the design reflects the community.

Public Involvement Team

The public involvement strategized in this Public Involvement Plan is a list of opportunities to be completed by members of the public involvement team that includes both the consultant team and the city management team. This approach a broad menu of opportunities to be considered as outreach opportunities, allowing the opportunity for outreach events to evolve as needed. While many outreach strategies are listed, it is not anticipated that all will be completed (or that all are necessary). Likewise, all the outreach opportunities are not necessarily with the project scope of the consultant, but both scope evolution as well as city led outreach efforts assure that the right balance of these events can occur to achieve project goals and objectives.

Public Involvement Activities

In coordination with the City and the consultant team, Stepherson and Associates (S&A) will plan and conduct public involvement activities with the belief that public involvement in shaping the Cross-Kirkland Corridor truly matters. We will ensure an informed and engaged public throughout the remainder of the planning process.

Note: a number of public involvement activities were conducted prior to finalizing this plan. These activities include an asterisk “*” in the heading. The project fact sheet and summaries of the completed meeting, events, and stakeholder interviews can be found on the project website:

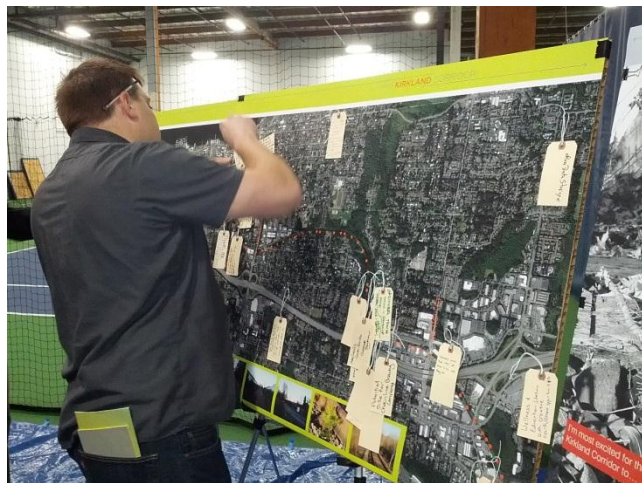
http://www.kirklandwa.gov/Community/Cross_Kirkland_Corridor.htm.

ASPIRATIONAL

These methods were used to generate interest in the project and capture the aspirations of the community.

Business Roundtable Meeting*

Consultant team members attended the Kirkland Business Roundtable meeting on Tuesday, May 14. At this event, a Cross-Kirkland Corridor booth was set up, with project information and interactive activities which allowed attendees to provide comments on the master plan. A presentation that described the goals and schedule for the master plan was one of a number of presentations made at the event. We received over 30 “Tag the Map” comments from participants who responded to the prompts “I see the Corridor as an opportunity for my business to...”, “The CKC can be a catalyst for Kirkland by...”, and “I’m most excited for the Cross-Kirkland Corridor to...”.



Walk and Roll Safety Fair*

On Friday, June 7, consultant team members attended the City-hosted a “Walk and Roll” Safety Fair from 3 to 7 p.m. A Cross-Kirkland Corridor booth was set up, with project information and interactive activities. We received over 40 comments from event attendees.

Community Planning Day*

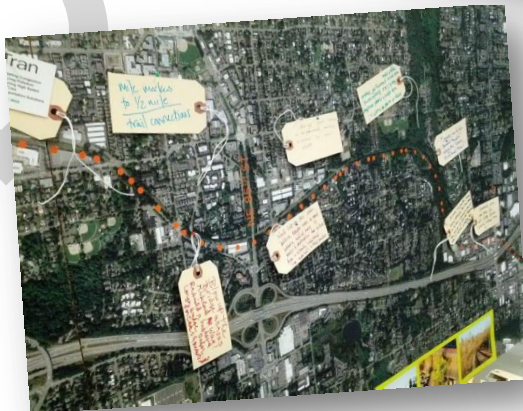
On June 8, the City of Kirkland hosted a city-wide event to kick off “Vision 2035,” Kirkland’s two-year comprehensive planning process. The Community Planning Day was held at City Hall from 10 a.m. to 2 p.m. Informational booths for a number of projects and planning efforts were set up throughout the building. Staffed by city personnel and project teams, booths included interactive activities that were designed to increase participation in the many city projects currently underway. The Cross-Kirkland Corridor booth was in the main hallway on the ground floor of City Hall and included three different stations that provided multiple opportunities to learn about the project and make comments. We received over 65 comments from event attendees.



Integrate with Totem Lake Park

Access & parking are critical

The real value of the corridor is in its extent not in benches and signs. Connect with wineries and Woodinville & the toll Pipeline trail now.



Fact Sheet*

We prepared a fact sheet that provides basic information about the master plan, its schedule, and ways to get involved. The fact sheet also discusses the project's history and background and the benefits that could be realized by implementing the master plan. The fact sheet was distributed at the Community Planning Day and is posted on the master plan website.

Stakeholder Interviews*

Prior to finalizing the PIP we conducted 11 in-person interviews to identify the ideas, needs and concerns of the full cross-section of corridor interests (neighborhoods, businesses, adjacent property owners, user groups, advocacy groups, Parks Board, etc.). A topic guide was used with all interviewees to keep discussions focused and to ensure all interviewees were asked the same questions. Interviews were conducted between late June and mid-July, 2013.

Google Cross Kirkland Corridor Planning Open House*

On July 18, Google hosted the City of Kirkland in an open house event to welcome input on the development of the corridor that runs between their campus buildings. Google employees were invited to place pins on the map of where they plan to connect to and shared their ideas and priorities for the corridor.

Community Engagement Events

Two additional large scale public events (similar to the June 8 Community Planning Day) will be held to provide project information, identify community concerns and questions, and to gather input. The CKC Project will be one of a number of projects at these events.

SHAPING

The first of these events is scheduled for October 19, 2013, and will provide the opportunity for the CKC team to share and seek input on up to three draft alternatives. This event will be designed to promote the shaping, or further development, of the alternatives. After this event, the team will have a better understanding of the ideas, opportunities, designs, etc. that resonate with the community.

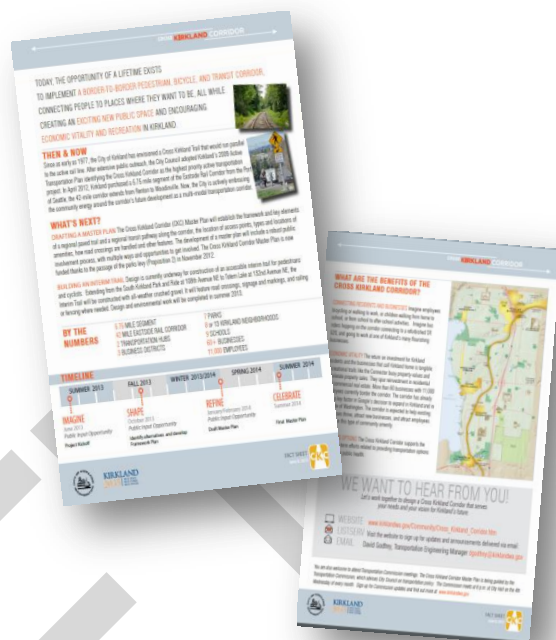
REFINING

The second event, scheduled for early 2014, will present a preferred alternative and provide opportunities for input on that alternative. The team will present an alternative that combines the "best" of the draft alternatives and will seek input on ways that alternative can be refined in order to improve it further.

Both events will be highly interactive and will be conducted in a creative manner to maximize participation and excitement about the project. Meeting materials will include displays, handouts, and comment forms.

ONGOING METHODS

We will use a number of methods on an ongoing basis; these methods will ensure we inform and engage the community throughout the entire planning process.



Community Contact List

The existing contact list that is being used to communicate with the public will be built upon throughout the life of the project. We will collect email addresses in a variety of ways, including community meetings, events, fairs, and the website. The city will continue to collect addresses of those who sign up to the list via the website. The consultant team will collect contact information at events and provide it to City staff, who will maintain and update the list throughout the project. Emails will be sent to the contact list at key milestones and prior to community engagement events.

Graphic Identity

An effective “branding” involving logos, color schemes, fonts, etc.—will forge a graphic identity that differentiates the Cross-Kirkland Corridor from other activities in the city and illustrates how the project is a consortium of public parks, recreational activities, and transportation facilities. The CKC graphic identity the team has created elicits excitement for the project, plays on the project’s key theme of “connections,” and unifies the project’s disparate constituencies (agencies, businesses, neighborhoods)—private and public space. The graphic identity will continue to be used on all materials, including fact sheets, displays, reports, and presentations.

Media Outreach

The following list of media outlets will be notified prior to community meetings and events and at key project milestones. Outreach will take the form of press releases to the Kirkland Reporter and short “blurbs” of information about the meetings to the City’s internal resources and the listservs and blogs. Paid advertisements will also be placed with the Kirkland Reporter prior to each community meeting. Media outreach content will be designed to be packed for use and distributed to a variety of media.

Media List - Electronic

City of Kirkland Website	“What’s New” announcement	Calendar and homepage
	Project Webpage	Calendar and homepage
TV/Video	Currently Kirkland (KGOV)	Weekly news desk format, Comcast channel 21
	Kirkland Life (Klife)	Comcast channel 75
Intranet	KirkNet	Internal: City of Kirkland
ListServ	Neighborhood News	City of Kirkland
	Kirkland Developers Partnership Forum	City of Kirkland
	Green E-Updates/Green Kirkland	City of Kirkland
Blogs	KirklandViews.com	Editorial
	Kirkland.patch.com	Editorial

Media List - Print Publications

Kirkland Reporter, City Update, Reuse-Recycle-Conserve

Fairs, Festivals, and Events

Fairs, festivals, and community events are great opportunities for one-on-one interaction with the public and can provide a meaningful connection with the project. Community fairs and festivals will supplement, not replace, public events hosted by the project. The team has attended a number of these events and team and/or City Staff will continue to do so as the project progresses.

Some examples of Fairs and Festivals could include:

- Farmer's markets (Kirkland Wednesday Market, Juanita Friday Market, etc.)
- Summer Concert Series
- Oktoberfest

Outreach Materials

Printed and online materials will help to heighten community awareness and interest, inform the public and encourage participation at upcoming public involvement opportunities. Many of these materials will be used as collateral at meetings and will be shared with the community via email or displayed in public places.

Type	Item	Distribution
Print	Postcard/Mailer	All residents
	Advertising	Kirkland Reporter
	Press Release	Kirkland Reporter, Kirkland Views Blog, and Kirkland Patch News, Seattle Times
	Posters	Public locations and in businesses and organizations
	Fact Sheet	Collateral material at events
	Display Boards	For display at events and public meetings
	Outdoor Signs	Along the corridor and on city property in highly visible locations (<i>the concept for the signs are described below</i>)
Digital	Website	project website
	Project Library	

Outdoor Signs

A collection of outdoor signs may be placed in targeted locations around the city to showcase the city's *accomplishment thus far* (rich history of identifying, prioritizing and acquiring the corridor), and would help the thousands of passerby understand *what's to come* (visioning, design, master plan, outreach opportunities). Locations will be selected both on and off the corridor, where the people with whom the project is most likely to resonate can best be reached. Examples of such locations include: Lakeview Elementary, Houghton Center plaza, South Kirkland Park and Ride, Crestwoods Park, Totem Lake.

In addition to displaying information, these may also serve as a method to receive feedback from the public. New and creative uses for receiving feedback at these temporary structures will be experimented with while outreach is underway.

Examples of temporary outdoor signs:



Digital Forum

A digital forum that promotes discussion will be a key compliment to the project website. Features of this online tool range from a quick and easy idea generator (“Ideas”), to a city-generated idea for public comment (“Forums”), to a detailed conversation about a particular issue and sub-topics (“Discussions”). A “Projects” feature allows the use of forums and discussions as well as a survey.

The Digital Forum will be monitored and updated with questions that prompt conversation among users, and follow the release of public information in line with the project schedule. Questions will be posted by the project team under the “Discussions” tab. This table outlines the themes that will be used to shape discussion questions:

Timeline	Theme	Possible “Discussion” topics	Deliverables
Summer 2013 (underway)	IMAGINE <i>Understand, Design</i>	Sharing your vision, aspirations, ideas, opinions	Compile Vision & Goals Outreach Compile information with opportunity & constraint mapping Vision & Goals Statement & Green Corridor Framework Plan Draft Guiding Principles & Preliminary Design Guideline Final Design Guidelines & Framework Document Conceptual Alternatives for community input
Fall 2013	SHAPE <i>Expand, Analyze, Develop</i>	Validating the public comment Did we hear you? What works for you? What doesn't?	Identify preferred Alternatives & Framework Plan Selection process of Preferred Alternatives “Greenest Corridor” Planning and Art Integration Impacts of selected alternative on schedule, budget and constructability Draft Implementation Plan and funding alternatives Draft Master Plan
Winter 2013/2014	REFINE <i>Complete, Celebrate</i>	Continuing to engage and inform on funding and phasing decisions	Capture and Document Draft Master Plan Community Input Final implementation plan, final design guidelines, Art Plan and Identify “First Win” project site and funding sources Final Master Plan May 2014

ADDITIONAL ACTIVITIES

Based on what we heard during the stakeholder interviews and our own analysis we are proposing additional activities that are intended to make the public process more robust, immediate, and accessible, and to reflect the fact that the CKC is a major, ongoing, and dynamic project for the City.

Social Media

Working hand-in-hand with the outreach goals for the Master Plan development, a social media presence will provide yet another way to encourage public involvement with the Cross-Kirkland Corridor. It will educate, inform, and mobilize targeted stakeholder groups and the general public. There are many social media platforms to choose from; we recommend establishing a Facebook page and Instagram account for the Cross-Kirkland Corridor. While Facebook is truly the industry standard for an organizational social media presence, we also propose launching an Instagram account as a tool to stimulate conversation through the sharing and exchanging of creative photography.

Content Management

Facebook

Our content can help inspire social media users to envision possibilities for the future corridor. Our content development process generally follows a rule of thirds: 1/3 *Our Work*, 1/3 *Sharing* and 1/3 *Connecting*.

Our Work = project information

Examples: key milestones, design timelines, project media coverage and commentary

Sharing = inspiration

Examples: local news, initiatives and other transportation and public space projects on a local, regional, and global scale

Connecting = a personal touch

Examples: Profile local businesses, organizations, and neighborhoods; share photos, fun facts, "Photo Friday," historic photos and stories, and other tangential information.

Sample Posts

Join us for a discussion on Pedestrian Access and Mobility! This Friday, at [Google Campus](#), imagine how the future CKC can be a safe and fun trail for all!



Grab a fresh deli sandwich from [PCC Natural Markets – Kirkland](#) and take it to go! PCC on 68th is just around the corner from the future CKC!



A historic, multi-modal corridor! 7th Avenue in Kirkland, circa 1910s, was then called Piccadilly Avenue. Central School and a planked sidewalk are visible on the left side of the road.
<http://www.kirklandviews.com/archives/24483/>



Instagram

Instagram is a tool for creating and sharing creative photography. We will post four to five original photos per month on Instagram and monitor for interactions and discussions on a weekly basis.

Engagement Protocol

Social media is a living project that requires maintenance in order to grow. Growth of a digital following can be achieved by identifying and responding to interactions in a time-sensitive manner. Generally, engagement and response are warranted when:

1. Project information can be conveyed

2. Project-related commentary requires a response, as determined by the project team
3. A question about the project can be answered

“Like” and “Follow”: Building digital relationships

During account set-up, we will build a social network by identifying groups we choose to “Like” on Facebook and “Follow” on Instagram. By linking to other groups’ projects, we increase our reach and exposure to include the users who follow those groups.

Proposed organizations to “Like”

City of Kirkland departments	Environment, Planning, Public Works
Local Businesses	Technology, Healthcare, Restaurants, Grocery Stores, Small Businesses
Neighborhood/Community Groups	TBD
Schools, Colleges, Academic Institutions	Kirkland Public and Private Schools, State and Private Colleges
Special Interest Groups	Commerce, Tourism, Labor, Urban Design, Parks and Open Space, Arts and Culture, Outdoor Recreation, Historic Preservation, Conservation, Youth, Seniors, Disabilities, PTAs
Transportation/Advocacy	Pedestrian Mobility, Bicycle, and Transit

Social Media Roles and Responsibilities

For Facebook and Instagram, content will be created, posted, and monitored by Stepherson & Associates. All content will be submitted to the project team for approval a week prior to posting. Content suggestions from all members of the project team are encouraged, as collaboration is essential to creating engaging and impactful content.

Role	Action Items	Responsibility
Account Administration	- Set up and administer accounts	Stepherson & Associates
Content Development, Review and Approval	- Develop original content - Research content to share <i>Including text, images, links, video</i>	Stepherson & Associates – Primary City of Kirkland Berger Partnership – Collaborate, Review, Approve
Account Monitoring	Monitor and manage engagement/interactions	Stepherson & Associates in consultation with: - City of Kirkland - Berger Partnership
Reporting	- Submit monthly report	Stepherson & Associates

Community Forums

As the City of Kirkland begins to look anew at the CKC, stakeholders and the general public must come together, bringing diverse opinions and ideas to the table and working alongside project representatives toward a collective vision for the future of this unique public space.

We heard from stakeholder interviewees that people want the opportunity to share and discuss ideas with one another. To facilitate this community conversation, we propose that the City of Kirkland host a series of small-scale, interactive, theme-based community forums. We will employ traditional notification methods to promote these events while also reaching out to local organizations and institutions to ask for their help with publicity, spreading the word to potential attendees via multiple avenues. This will not only broaden our reach but enable us to develop productive partnerships with key organizations.

Each community forum will include a presentation about opportunities and challenges relevant to each theme as well as hands-on activities and informal or facilitated discussion. Taking a theme-based approach will allow us to identify and activate niche interest groups, maximizing the quantity and quality of feedback received on particular aspects of the project. Community forum themes could include:

Access and Transportation	<i>How do we make the corridor friendly to all users - kids, families, cyclists, pedestrians, commuters, recreationists, and people with limited mobility?</i>
Environment and Ecology	<i>Can it help us learn and think creatively about restoring watersheds, fish passages, and innovative use of green stormwater infrastructure? Can the corridor be used as an educational tool?</i>
Arts and Culture	<i>How can the CKC engage Kirkland's own arts, culture and creative community? How do we create a sense of place along the CKC with permanent and temporary art installations, cultural activities and entertainment?</i>
Keepin' it Kirkland	<i>How can we make this space true to the history and spirit of Kirkland?</i>
Green and Clean in Kirkland	<i>What do we mean by "world-class" sustainability objectives?</i>



Additional Interviews

During the stakeholder interviews, we heard a number of recommendations for additional groups to reach out to during the master planning process. These include:

- Kirkland Heritage Society
- PTA's
- King County Conservation Voters
- Community Centers and Teen Center(to engage those under 18)

At a minimum, these organizations should be contacted to see if they are interested in an interview. However, we see greater value in reaching out to them and including them in the Community Forums described above as they are likely to be interested in specific themes and in sharing their ideas with other members of the community.

Endorsements and Pitches

The CKC aspires to be a world-class and world-famous public project, and will likely pique the interest of civic luminaries who are well enough recognized that their making a pitch for feedback would resonate well with stakeholders and the general public. The CKC outreach team would help capture and broadcast these testimonials by leveraging local and national media opportunities including:

- Interviews
- Op-Eds
- Appearances at events
- Public Service Announcements

Highly visible and well-known public figures will be selected based on their awareness, appeal, and relevance to the CKC project. Some examples of such targeted individuals include:

- Lou Whittaker
- Jeff Renner
- Rick Steves

Other individuals to target:

- Prominent citizens
- Well-known special interest advocates (environment/sustainability, green building, cyclist community)

Broadcasting

With these endorsements as collateral, pitching reporters and media outlets will generate project awareness and buzz. Some examples of these media outlets include:

Local

- Seattle Times
- Seattle P.I.
- The Stranger
- Seattle Weekly
- Great City
- Puget Sound Business Journal
- Grist

National

- Atlantic Cities
- NY Times
- Fast Company
- YES! Magazine
- Daily Journal of Commerce
- Huffington Post

Events

Beyond soliciting Input and creating awareness and understanding of the project, we see the opportunity for events on the corridor itself to help the community getting to better know the corridor and take an increased pride and stewardship of the corridor, as it stands today, as the interim trial, and as the eventually realized Cross Kirkland Connector. In addition to engaging residents, these events have the great ability to generate media anticipation and buzz.

Events could include:

- Hike the corridor – A series of 2-3 hikes with the design team and city staff to share thoughts of the corridor as it exists today and what it can become.
- Bike the corridor - and event to “be the first to bike the cross Kirkland Corridor” (that would likely be on a mountain bike) that can engage the broader regional bike community and be a linear festival with vendor booths etc.
- Eat (on) the Corridor – Have a mobile food truck rodeo on a section of the corridor or a city sponsored BBQ on the corridor!
- Dogs on parade - a dog walk and fashion show on the corridor (on leash of course) to engage the very active contingent of dog owners in the city!

Matrix of Outreach Activities

Activity/Method	Purpose	Goals	Coordination	Production	Timing
Community Planning Day #2	To share and receive information of draft alternatives	1, 2, 3, 4 and 5	City plans Consultant supports	City	October 19, 2013
Community Planning Day #3	To share and get feedback on the preferred alternative	1, 2, 3, 4 and 5	City plans Consultant supports	City	Early 2014
Contact List	To keep and update an email list of interested parties; to send project updates and inform about community planning days.	4	City manages	City	Ongoing; At key milestone and prior to community planning days
Graphic identity	To promote the project's brand and create awareness	5	Consultant leads	Consultant	Ongoing
Fact sheet	To provide basic project information and updates at key milestones	4	Consultant leads City supports	Consultant	Prior to community planning days
Postcard	To promote community planning days	4 and 5	City leads Consultant supports	City	Prior to community planning days
Posters	To promote community planning days	4 and 5	Consultant leads City supports	Consultant	Prior to community planning days
Media Outreach	To provide project updates and promote community planning days	4	City leads Consultant supports	City	Prior to community planning days
Advertisements	To provide notice about community planning days	4	City leads Consultant supports	City	Prior to community planning days
Display boards	To create a vibrant online community that educates, informs and motivates	1, 3, and 5	Consultant leads City supports	Consultant	At community planning days
Website/digital forum	To provide information and opportunities to comment	1, 2, 3, 4 and 5	City leads Consultant supports	City and Consultant	Ongoing
Events and Fairs	To reach beyond typical project meetings and inform and engage	2, 3, 4 and 5	City leads Consultant supports	City and Consultant	Ongoing
Outdoor signs	To create a tangible project presence in the community and to provide community planning day notice	4 and 5	Consultant leads City supports	Consultant	Ongoing

Public Involvement Schedule

